

**ABSTRACT**

[0052] An apparatus and method for a dynamic electronic program guide enabling billing broadcast services per EPG line items are described. The method includes the receipt of content information from one or more cached content service providers for each content item stored on a client system. Once the content information is received, line items are allocated, from the electronic program guide, to the one or more cached content service providers. Next, the content information is merged for display in the electronic program guide. Finally, the one or more cached content service providers are charged a predetermined amount for each allocated line item. The allocation of line items includes allocation of a line item for each stored content item, for each genre grouping of stored content and a line item for each cached content service provider. As such, the present invention enables an EPG owner to derive additional revenue by charging caching services for access via the EPG.